

Message Text

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ACTION OPIC-12

INFO OCT-01 EA-11 ISO-00 EB-24 AID-20 COME-00 CIAE-00

INR-11 NSAE-00 /079 W

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R 020155Z OCT 74

FM AMEMBASSY SINGAPORE

TO SECSTATE WASHDC 1303

UNCLAS SINGAPORE 3994

E.O. 11652: N/A

TAGS: OPIC

SUBJ: PROPOSED OPIC PRESENTATION, OCTOBER 22

REF: STATE 213606

1. AMERICAN BUSINESS COUNCIL (ABC) INTERESTED IN HOSTING EVENT. ABC BELIEVES 30-40 U.S. FIRM REPS (ABC HAS 209 MEMBER FIRMS) WOULD ATTEND A "WORKSHOP SESSION" TO LEARN MORE ABOUT OPIC. EVEN THOUGH U.S. FIRM REPS WOULD NOT NORMALLY HAVE AUTHORITY TO DECIDE ON OPIC APPLICATION, GREATER KNOWLEDGE OF PROGRAMS WOULD BE WELCOME. RECOMMEND 2 OR 3 HOUR PROGRAM IN LATE AFTER-NOON AS MOST ATTRACTIVE TO BUSINESS COMMUNITY. ABC HAS FOUND SUCH FORMAT MOST SUCCESSFUL IN PAST; LONGER EVENTS HAVE FAR LESS APPEAL. HOWEVER, NEED ADDITIONAL DETAIL ON MESSAGE TO BE CONVEYED, VISUAL AIDS TO BE UTILIZED. BECAUSE INTEREST AND NEED FOR OPIC INSURANCE RELATIVELY LOW HERE, SUGGEST CONCISE APPROACH, HITTING HIGHLIGHTS OR PERHAPS SHORT FILM SHOWING FOLLOWED BY QUESTIONS/DISCUSSION WOULD BE BEST APPROACH.

2. SINCE LEAD TIME IS VERY SHORT, SUCCESSFUL PROGRAM DEPENDS ON FLYER TO ABC MEMBERSHIP ASAP. PLEASE PROVIDE MORE DETAIL ON PRESENTATION AND SUGGESTION FOR FLYER.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: INSURANCE, POLICIES, SEMINARS, FINANCIAL PROGRAMS, INVESTMENTS
Control Number: n/a
Copy: SINGLE
Draft Date: 02 OCT 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974SINGAP03994
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740277-0976
From: SINGAPORE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741079/aaaacppm.tel
Line Count: 60
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION OPIC
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: STATE 213606
Review Action: RELEASED, APPROVED
Review Authority: smithrj
Review Comment: n/a
Review Content Flags:
Review Date: 12 MAR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <12 MAR 2002 by chappeld>; APPROVED <10 FEB 2003 by smithrj>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PROPOSED OPIC PRESENTATION, OCTOBER 22
TAGS: EFIN, US, OPIC
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005